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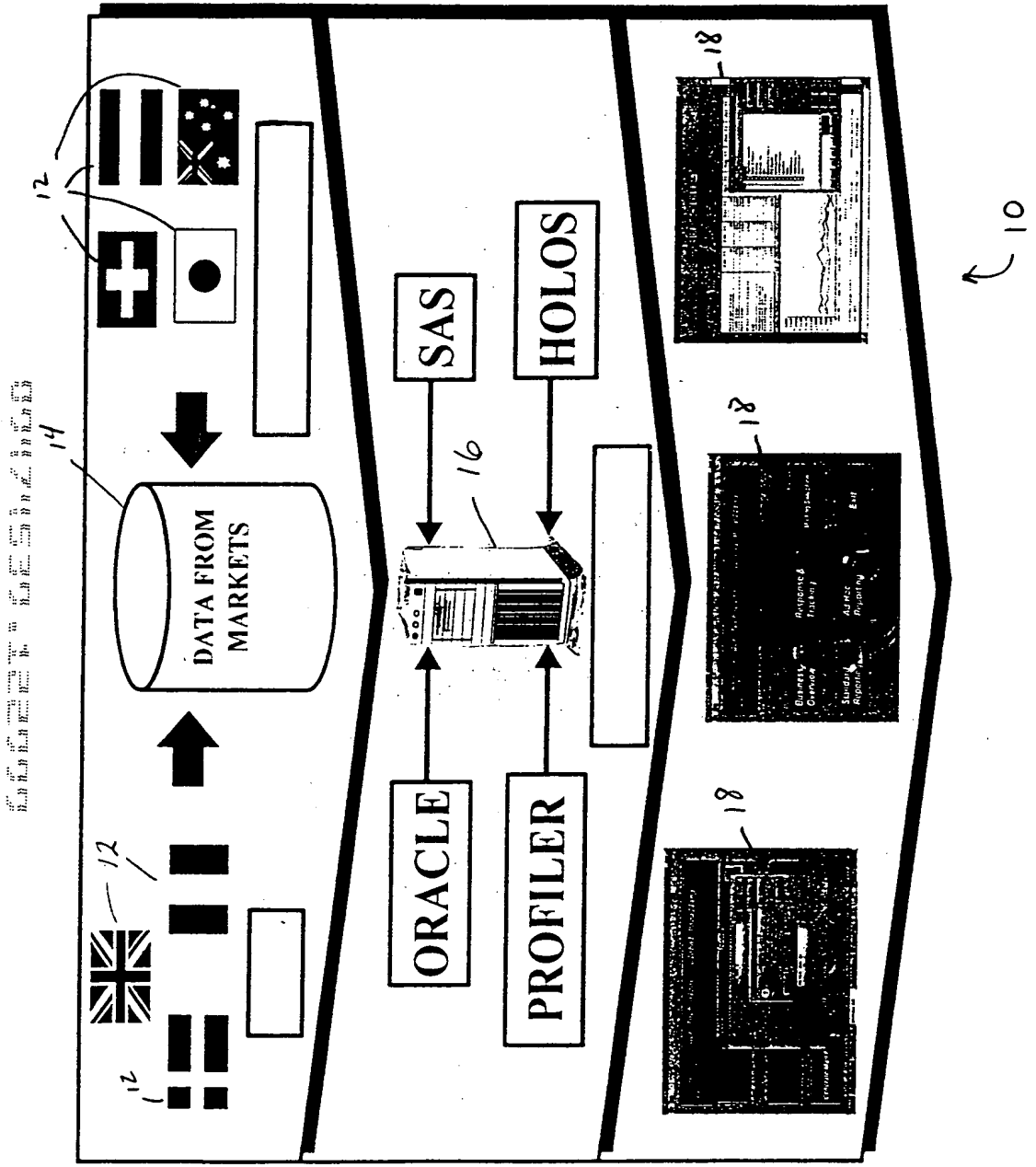


FIG. 1

FIG. 2 is a block diagram of a targeting system 20. The system 20 includes a targeting engine 22, a customer data base 24, a selection criteria 26, a previous campaign results 28, a market data 30, a targeted mailing list 32, reusable campaigns + data structures 34, gains charts 36, and a user interface 38. The targeting engine 22 is connected to the customer data base 24, the selection criteria 26, the previous campaign results 28, the market data 30, the targeted mailing list 32, the reusable campaigns + data structures 34, the gains charts 36, and the user interface 38. The targeted mailing list 32 is further connected to email & telemkt.

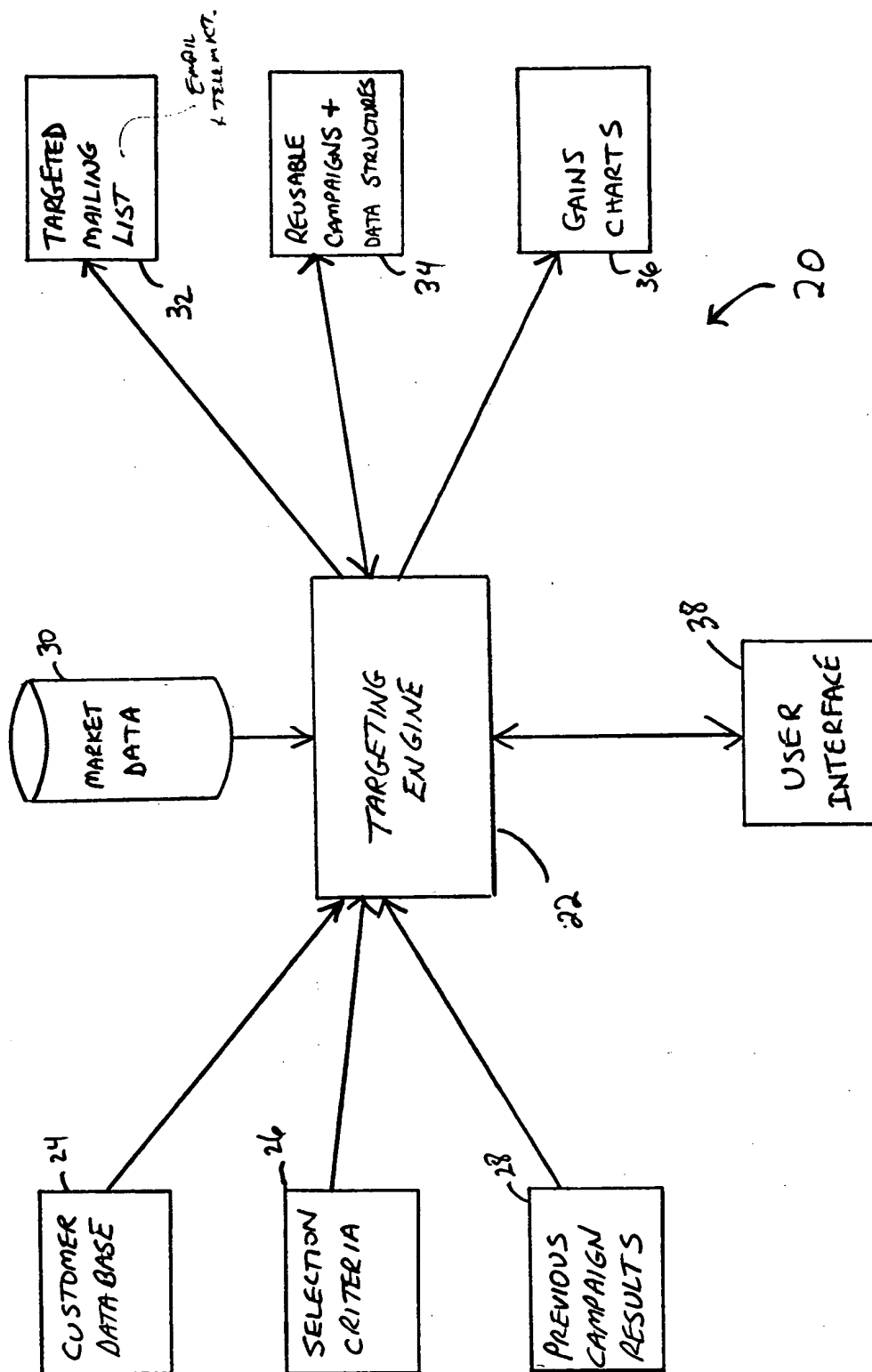


FIG. 2

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FIG. 4

GE Capital GCF - Intelligent System Solutions (IS2)

File Help

# Modelling

Account Criteria

Criteria

Create Modify Retrieve Delete

Strategy

Create Table Delete Table ...

Close

Criteria Name

Table Name

Please select the data view required

<input checked="" type="checkbox"/>	credit_line	<input checked="" type="checkbox"/>	Profession
<input type="checkbox"/>	age	<input type="checkbox"/>	
<input type="checkbox"/>	risk_sc	<input type="checkbox"/>	
<input type="checkbox"/>	o_term	<input type="checkbox"/>	

Sections

age risk\_sc o\_term

54 56 52

Current field selections

credit\_line(1) : 0:180000  
age(4) : 25 - 28, 28 - 31, ...  
risk\_sc(7) : Risk D1, Risk ...  
o\_term(13) : 10%, 15%, 20%  
Profession\_Code(5) : Han

Select fields for dimension risk\_sc

Fields

All risk\_sc

Unknown

Risk D1 Risk D2 Risk D3 Risk D4 Risk D5 Risk D6 Risk D7 Risk D8 Risk D9 Risk D10

58

OK Cancel Help Expand >>

Generate Mail File

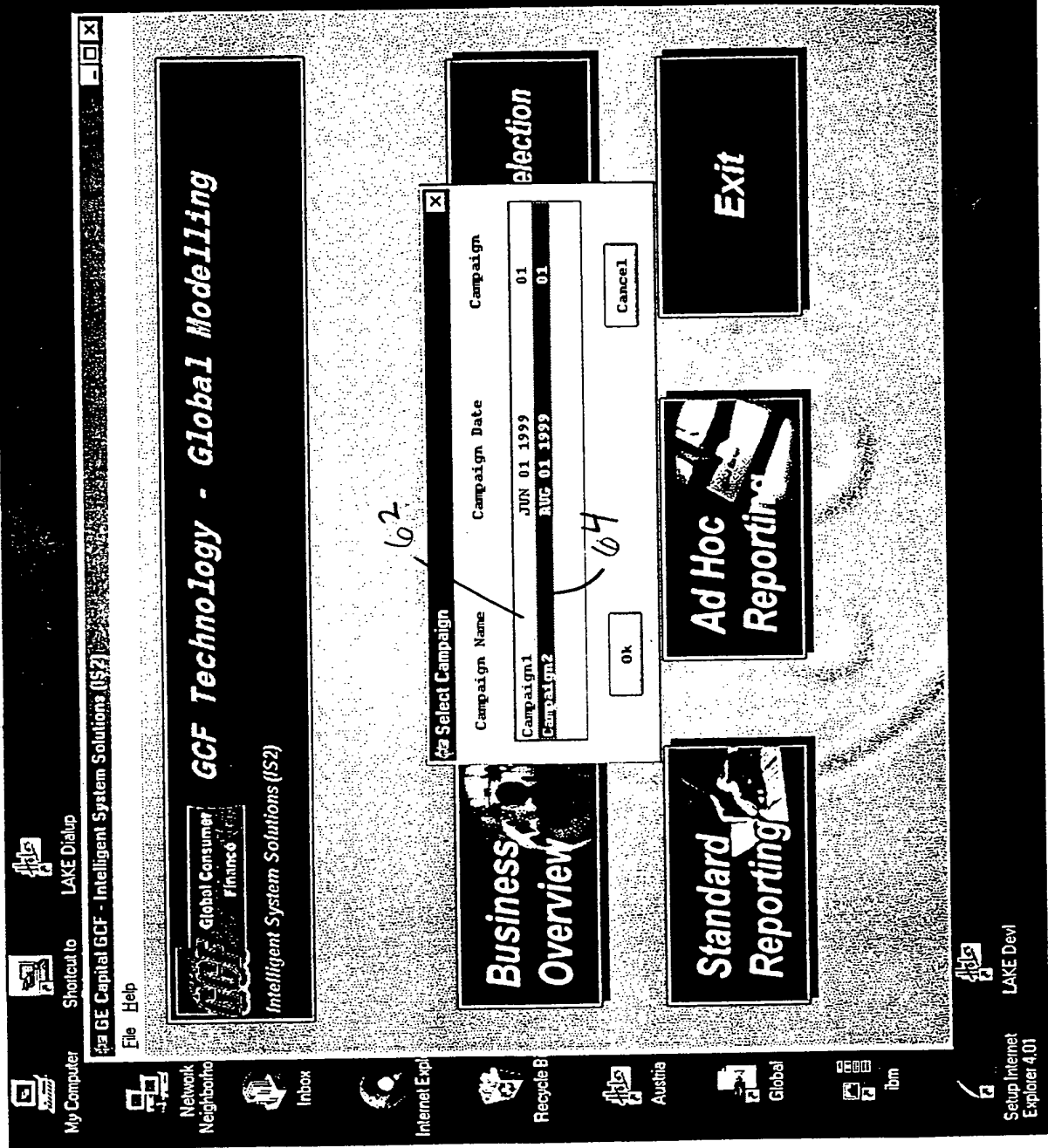
Start Oracle SQL Plus Oracle SQL W. Holo SQL W.

11:58 AM

50

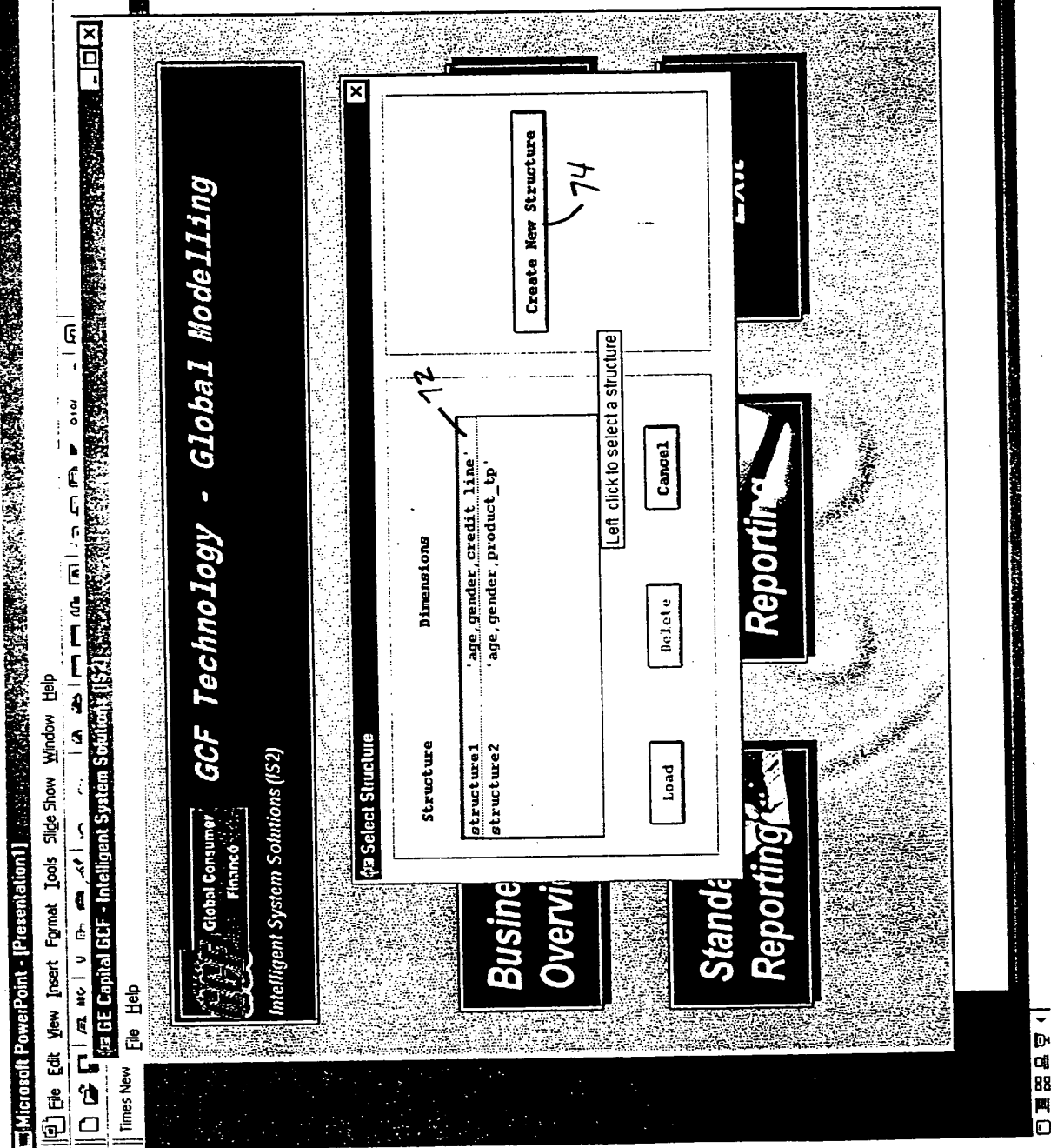
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FIG. 5



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FIG. 6



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FIG. 8

